



For more than 20 years,  
Duarte has developed visual  
stories for the world's  
leading corporate brands,  
thought leadership forums,  
and an Academy  
Award-winning  
documentary.

Now they're bringing you...  
**FIVE RULES FOR  
CREATING GREAT  
PRESENTATIONS**

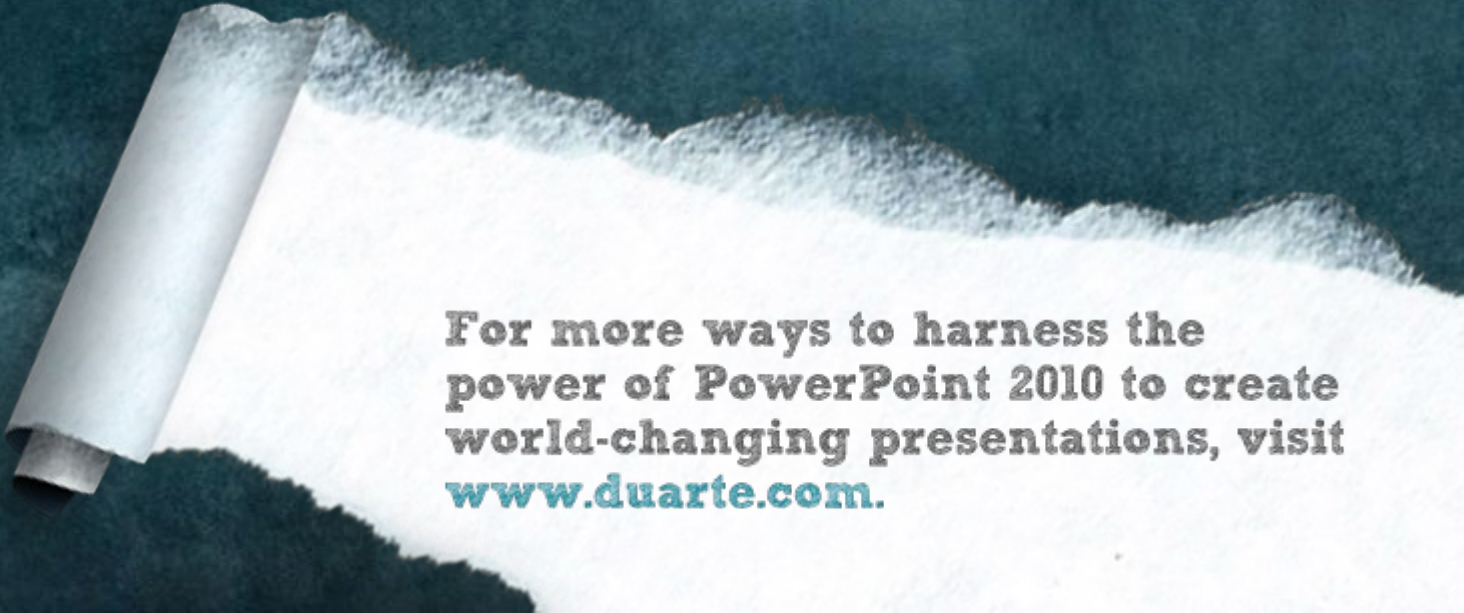
To View This Presentation

**FIRST**

Turn Up Your Volume

**SECOND**

Launch Self-Running Slide Show



**For more ways to harness the  
power of PowerPoint 2010 to create  
world-changing presentations, visit  
[www.duarte.com](http://www.duarte.com).**





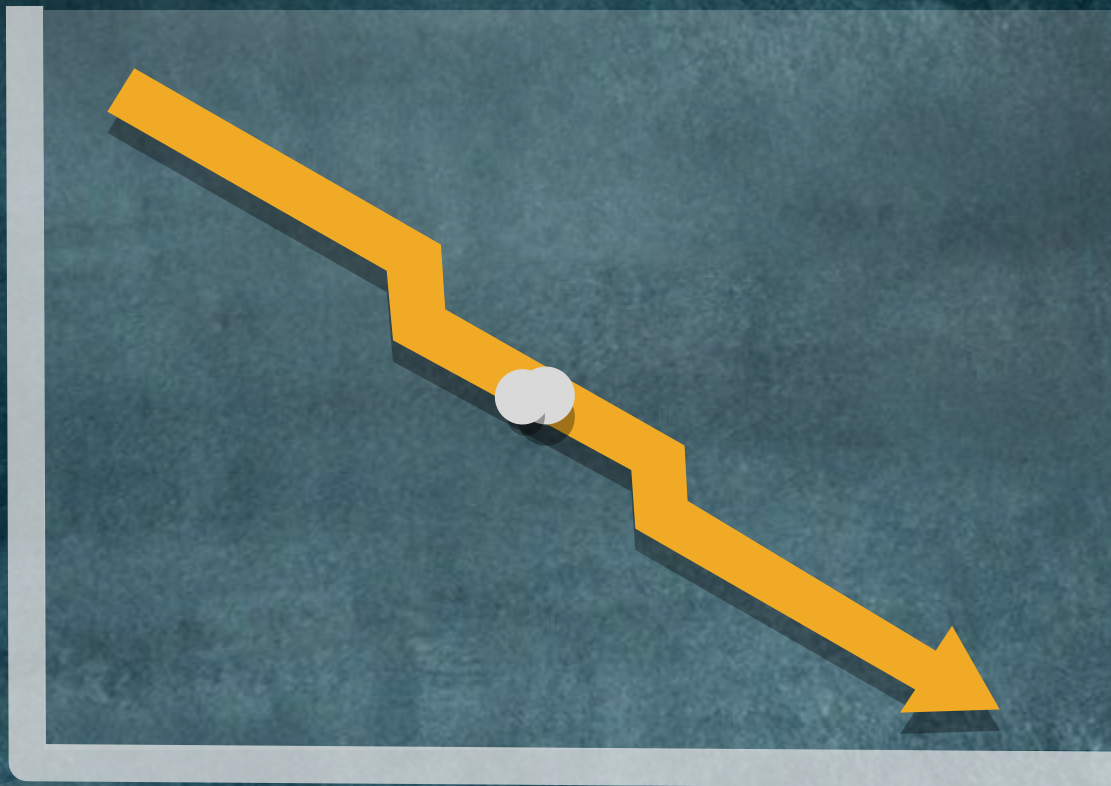
















# GLOBAL CAUSES





**RULES**



# 5 RULES

FOR CREATING  
A NEW WORLD  
CHANGING  
PRESENTATIONS



TREAT YOUR  
AUDIENCE  
AS KING







WHY  
THE  
VIEW  
SHOULD  
NOT  
BE  
TO  
TAKE  
A  
VIEW













SPREAD  
**IDEAS**  
AND MOVE  
**PEOPLE**

BLAH

blah  
blah  
blah

BLAH

4 BLAH

BLAH

4

Blah

BLAH

BLAH

blah

BLAH

BLAH

BLAH

blah

B

BLAH

BLAH

BLAH

blah

Blah

Blah

BLAH

BLAH

blah

BLAH





MESSAGE



THOUGHT



MESSAGE



# ANOTHER MEETING

**48%**  
**DOWNTIME**







WHICH  
**PRODUCT**  
HAS IT  
ALL?









HELP THEM  
**SEE**  
WHAT YOU ARE  
**SAYING**



**VERBAL**

**ViSUAL**





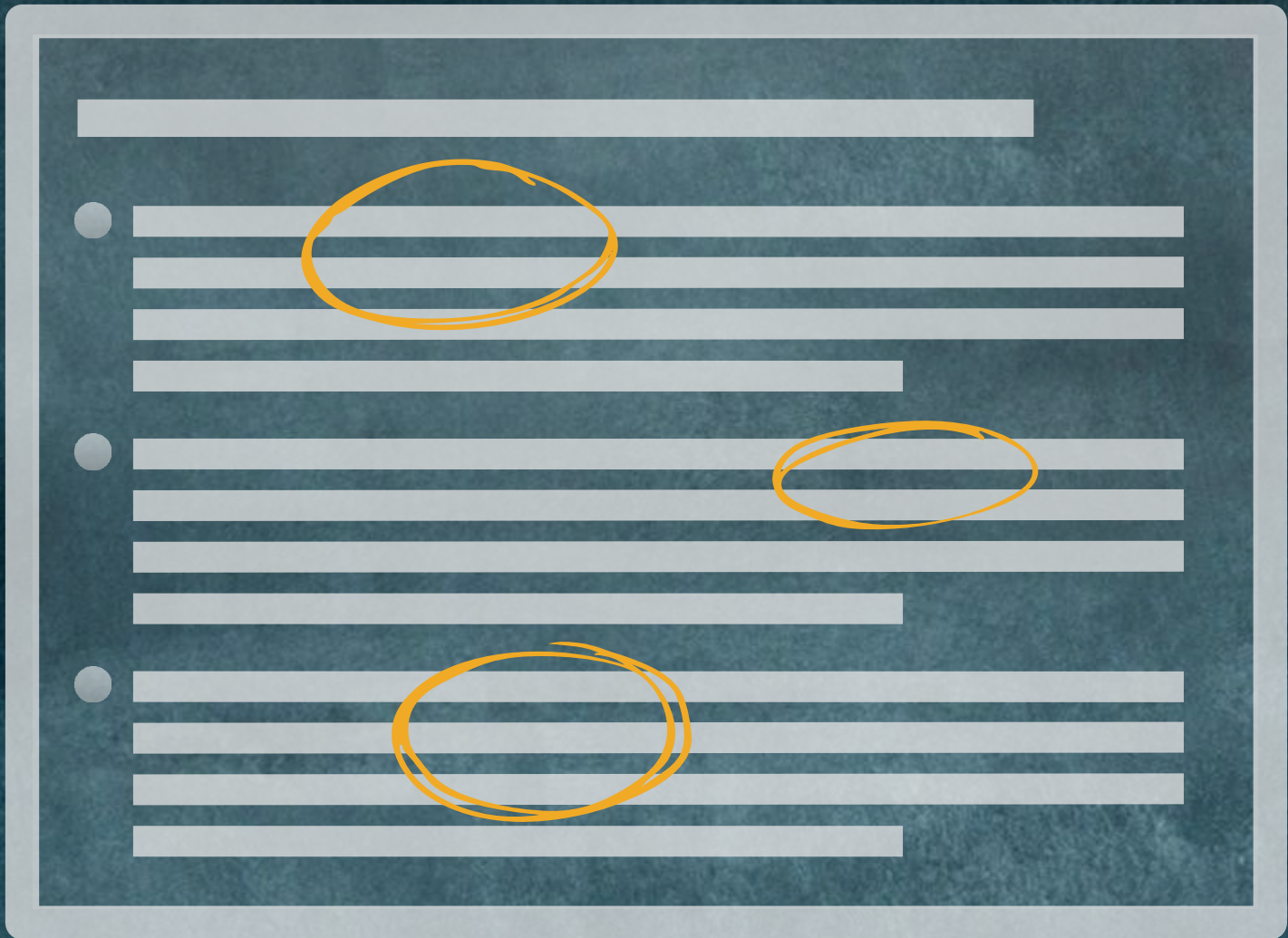
CUSTOMER  
SATISFACTION

VERB

ISUAL







PROCESS



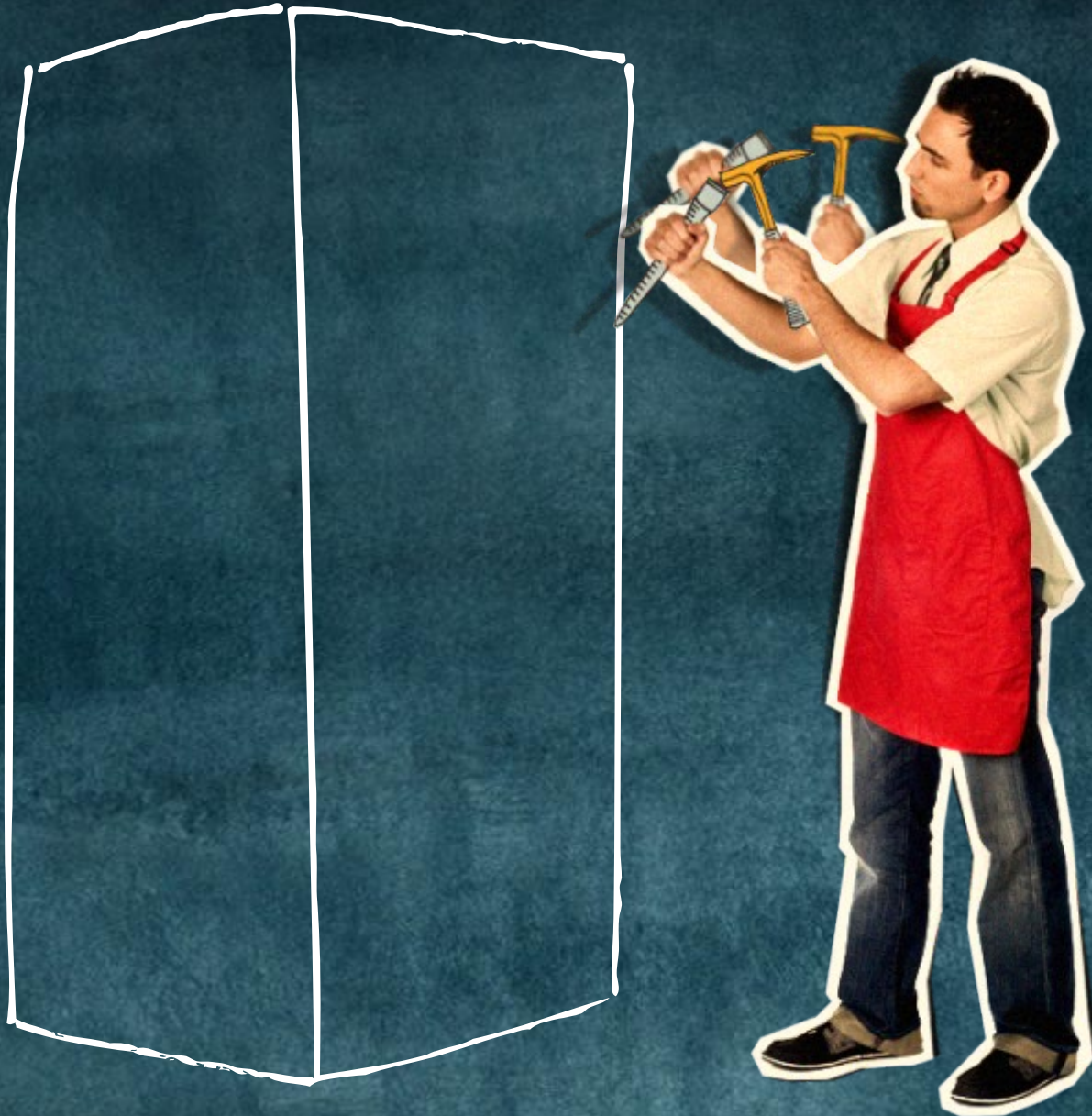




PRACTICE  
**DESIGN**  
NOTDECORATION















make a

**CHOICE**

Life gives us opportunities  
for growth disguised as  
challenging circumstances.

take a  
**CHANCE**

Anonymous be the

**CHANGE**



**5**

**CULTIVATE**  
**HEALTHY**  
**RELATIONSHIPS**

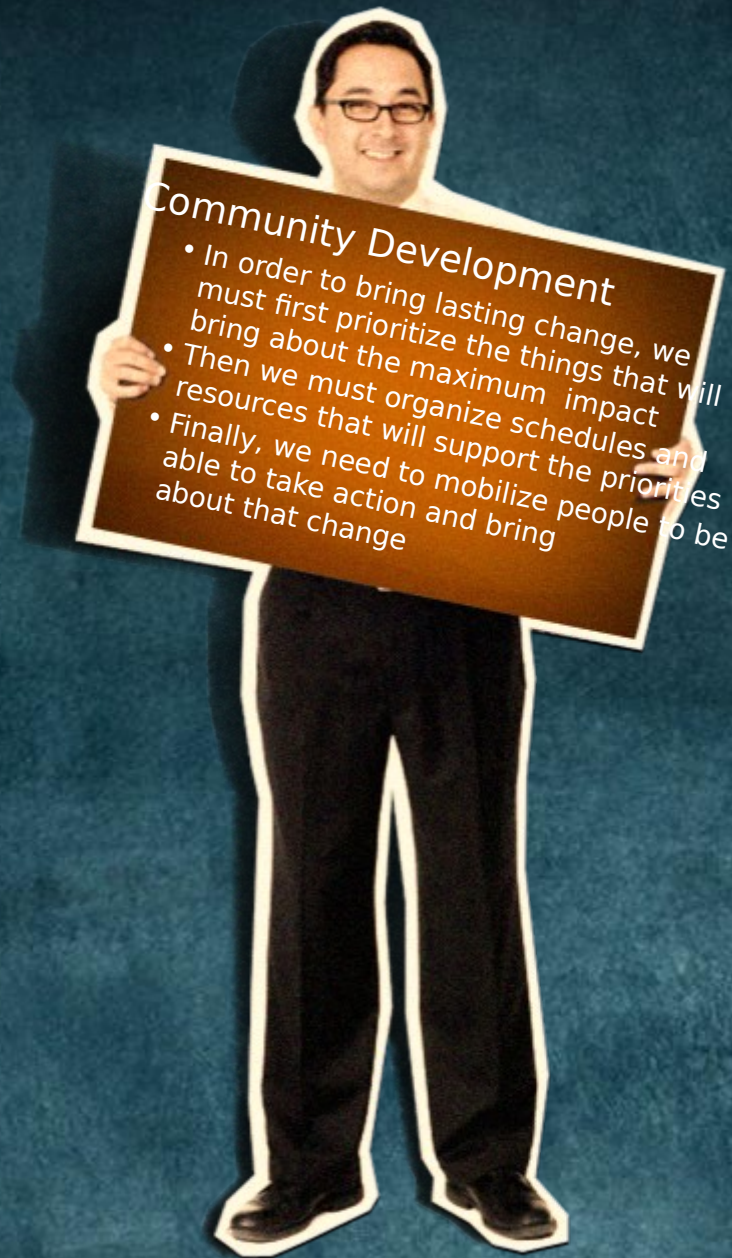


A man with glasses, wearing a white dress shirt and a dark tie, stands against a dark blue background. He is holding a large, rectangular brown sign in front of his chest. The sign has a thin white border and contains text in white. The man's face is partially visible above the sign, and his legs are visible below it.

## Community Development

- In order to bring lasting change, we must first prioritize the things that will bring about the maximum impact
- Then we must organize schedules and resources that will support the priorities
- Finally, we need to mobilize people to be able to take action and bring about that change





## Community Development

- In order to bring lasting change, we must first prioritize the things that will bring about the maximum impact
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## Community Development

- In order to bring lasting change, we must first prioritize the things that will bring about the maximum impact
- Then we must organize the resources and support that will support those priorities
- Finally, we need to be able to talk about that change



## Community Development

- In order to bring lasting change, we must first prioritize the things that will bring about the maximum impact
- Then we must organize and mobilize resources that will support the goal
- Finally, we need to be able to take action and mobilize people to be able to take action and about that change





PRACTICE

prioritize|organize|mobilize

PRACTICE

PRACTICE



prioritize|organize|manage





prioritize|organize|mobilize



# RULES

- TREAT YOUR AUDIENCE AS KING
- SPREAD IDEAS AND MOVE PEOPLE
- HELP THEM SEE WHAT YOU ARE SAYING
- PRACTICE DESIGN, NOT DECORATION
- CULTIVATE HEALTHY RELATIONSHIPS











# **5 RULES**







prioritize|organize|mobilize









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[fiverules@duarte.com](mailto:fiverules@duarte.com)

for details about the features used to make this presentation, see next slides



# PowerPoint 2010 Features

## Used in This Presentation

### Image Enhancement

- Background removal
- Soft edges
- Color temperature, saturation
- Artistic effects—film grain

### Graphic Creation

- Boolean operations (union/intersection)
- 3D format—bevel
- Wireframe material

### Animation

- Variable smooth start/smooth end
- Variable end bounce
- Animation painter
- Change picture

### Transitions

- Smooth transitions
- Custom transition lengths

### Video

- Embed video (default)
- Animate (fade) video asset
- Place graphics over video
- Trim video
- Fade in/out

### Audio

- Embed audio mp3s (default)
- Play across slides
- Fade in/out
- Trim audio

For more tips on creating world-changing presentations, visit [www.duarte.com](http://www.duarte.com).

# How to Add Natural Animation

## With the Animation Bounce End Feature

1. Click on an animation in the animation
2. In the pull-down menu, select **Effect Options**.
3. In the Effect Options menu, increase the value for **Bounce End**.
4. A higher value will make the animation in a longer, bigger bounce while a lower value will result in a shorter, quicker bounce.
5. To apply this animation to other items in your scene, use the **Animation Painter** to paint your newly created animation on other items.
6. Put this slide in Slide Show mode to view an example.





# How to Create a Stylized Look

## Using the Film Grain Artistic Effect

1. Right-click on your image and select Format Picture
2. In Artistic Effects, choose **Film Grain**
3. Adjust the values of transparency and grain size to achieve your desired look
4. In the Picture Color menu, increase the **Color Tone Temperature** to give the image a warmer feel
5. Use the Picture Corrections menu to increase the **contrast**
6. Finally, add a shadow by going to the Shadow menu, choosing a preset and then modifying until a nice effect is achieved
7. Try it yourself! See the After version of the image for the values we used to create the film grain look



Before



After



# How to Incorporate Video With Stylized Effects

1. In the Insert Tab, click Video/**Video from File**
2. Navigate to the location of your video and click **Insert**
3. With the video selected, click on the Video Tools\**Edit** tab at the top
4. Click on **Trim Video** to change the start or ending point for your video, consider adding a fade to the beginning or end, and adjust other video options
5. In the Video Tools\**Format** tab, choose a poster frame, adjust the color of your video, or add a frame
6. Consider using the **Video Effects** menu to put your video into perspective
7. Examine the properties of this video to see how we used the tools to achieve this look



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